Omni

Reduced carcinogens. Premi

Product Info

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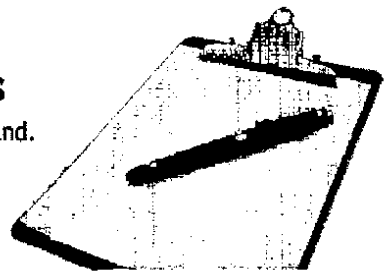
Taste Test Results

Discover how
Omni's taste compares
to the leading national brand.



The Situation

Six hundred smokers in ten major U.S. cities tasted the new Omni alongside the leading national brand. Smokers were only told they were trying two new cigarettes. Neither the brands nor the benefits were disclosed.

The Results

- **On taste:** The taste of Omni was found to be as good as, if not better than, the taste of the leading national brand.
- **On comparison to the smokers' usual brands:** Smokers rated Omni just as high as they rated the leading national brand when asked to compare each to the brands the testers currently smoke.
- **On purchase intent:** After smoking both Omni and the leading national brand in blind taste tests, smokers indicated that they would be just as likely to purchase Omni as they would be to purchase the leading national brand.

FAQs

Get answers to frequently asked questions about Omni cigarettes.

Read more

Special Offers

Want to be eligible for our special offers?

Read more

Electronic Postcard

Take a minute to send a postcard to smokers you care about.

Read more

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Source: https://www.industrydocuments.ucsf.edu/docs/xrgk0001